



## PRESS RELEASE

### CPMA introduces #Fresh20 campaign to boost fresh produce consumption

November 29, 2021, (Ottawa, ON) – CPMA’s *Half Your Plate* program is pleased to introduce the #Fresh20 campaign, an updated version of ‘What can \$10 get you?’ campaign to encourage Canadians to eat healthy.

The *Half Your Plate* program is a healthy eating initiative that empowers Canadians of all ages to eat more fresh fruits and vegetables to improve their health. The program provides consumers with simple and practical ways to add a variety of produce to every meal and snack.

Through the #Fresh20 campaign, the program aims to raise awareness of the variety of fresh fruits and veggies one can get for \$20. Each week, the campaign will feature a different Canadian city highlighting fruits and veggies an individual can get in number of snacks and side dishes.

“Canadians have become more aware of the importance of eating fresh fruits and vegetables,” said Ron Lemaire, CPMA President. “Most of them look for ways to make healthy choices. However, the current environment where we are talking a lot about high food prices and supply chain disruptions can be confusing for some consumers. With the #Fresh20 campaign, we want to show Canadians that fresh produce is still affordable and accessible.”

To learn more about CPMA’s *Half Your Plate* program and the #Fresh20 campaign, visit the [Half Your plate website](#).

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#### For more information, please contact:

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#### About the Canadian Produce Marketing Association (CPMA)

Based in Ottawa, Ontario, CPMA is a not-for-profit organization that represents a diverse membership made up of every segment of the produce industry supply chain who are responsible for 90% of the fresh fruit and vegetable sales in Canada. CPMA is fortunate to represent a sector that is both a significant economic driver for communities and that also improves the health and productivity of Canadians.